

# Hyperion Focus 16

## Business Value Realisation with the Journey to the Cloud

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The Prince's Trust



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Inspiring young lives



**CURRENTLY THERE ARE  
OVER**

**617,000**

**UNEMPLOYED YOUNG  
PEOPLE IN THE UK.**



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“

Over the last forty years, the work of my Trust has shown it is within our power to **transform young lives** for the better. I feel enormously proud that three in four young people move **into work, education or training** after receiving support from my Trust, and **hundreds of thousands of young people** have been **helped** since its humble beginnings back in 1976”

His Royal Highness The Prince of Wales  
President, The Prince's Trust



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# OUR CHALLENGE



**SERVICE**



**GROWTH**



**INCOME**



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# OUR CHALLENGE



## SERVICE

- Leaks in the customer journey
- Website was a barrier
- No digital services



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# OUR CHALLENGE



## GROWTH

→ We've helped nearly a million young people in the last 40 years, we want to help **ONE MILLION** in the next **TEN YEARS**



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# OUR CHALLENGE



## INCOME

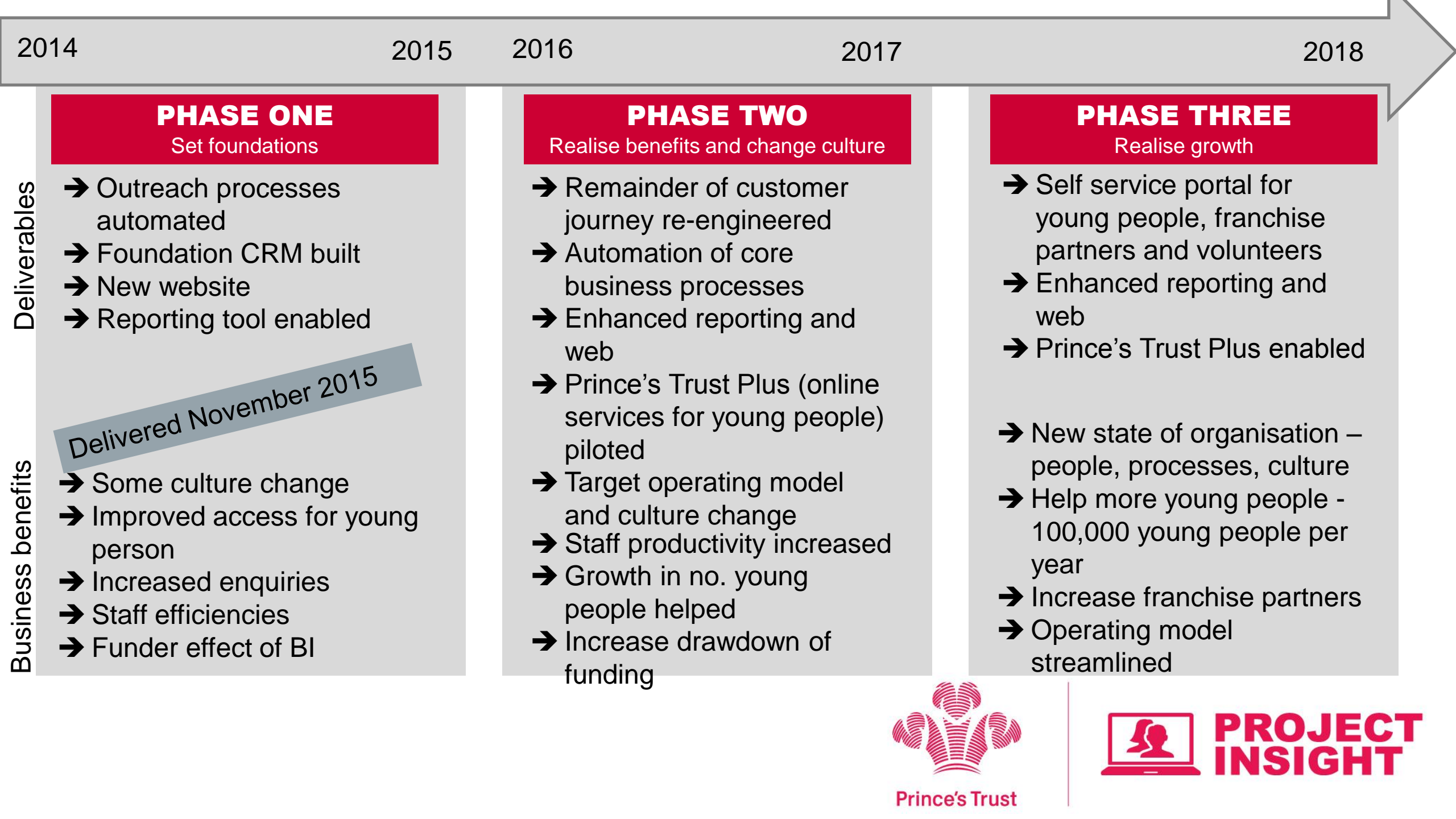
- Reached a ceiling - £1000 per young person. Raising £60m per year
- Losing £100k pa due to poor reporting
- Looking to realise £14m in benefits over four years



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2014

2015

2016

2017

2018

**PHASE ONE**

Set foundations

- ➔ Outreach processes automated
- ➔ Foundation CRM built
- ➔ New website
- ➔ Reporting tool enabled

Delivered November 2015

- ➔ Some culture change
- ➔ Improved access for young person
- ➔ Increased enquiries
- ➔ Staff efficiencies
- ➔ Funder effect of BI

**PHASE TWO**

Realise benefits and change culture

- ➔ Remainder of customer journey re-engineered
- ➔ Automation of core business processes
- ➔ Enhanced reporting and web
- ➔ Prince's Trust Plus (online services for young people) piloted
- ➔ Target operating model and culture change
- ➔ Staff productivity increased
- ➔ Growth in no. young people helped
- ➔ Increase drawdown of funding

**PHASE THREE**

Realise growth

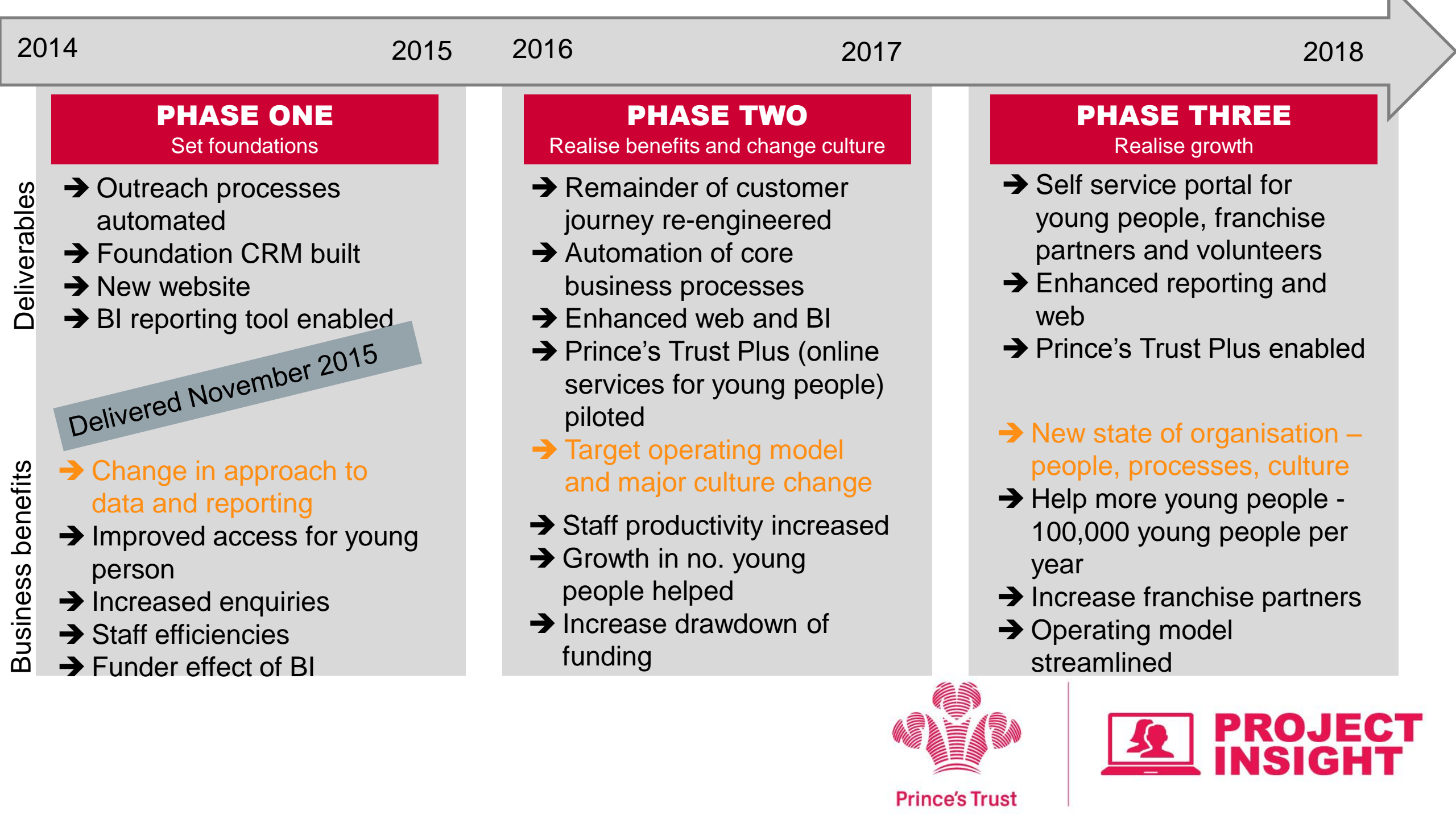
- ➔ Self service portal for young people, franchise partners and volunteers
- ➔ Enhanced reporting and web
- ➔ Prince's Trust Plus enabled
- ➔ New state of organisation – people, processes, culture
- ➔ Help more young people - 100,000 young people per year
- ➔ Increase franchise partners
- ➔ Operating model streamlined



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**PROJECT INSIGHT**



2014

2015

2016

2017

2018

**PHASE ONE**

Set foundations

- ➔ Outreach processes automated
- ➔ Foundation CRM built
- ➔ New website
- ➔ BI reporting tool enabled

Delivered November 2015

- ➔ Change in approach to data and reporting
- ➔ Improved access for young person
- ➔ Increased enquiries
- ➔ Staff efficiencies
- ➔ Funder effect of BI

**PHASE TWO**

Realise benefits and change culture

- ➔ Remainder of customer journey re-engineered
- ➔ Automation of core business processes
- ➔ Enhanced web and BI
- ➔ Prince's Trust Plus (online services for young people) piloted
- ➔ Target operating model and major culture change
- ➔ Staff productivity increased
- ➔ Growth in no. young people helped
- ➔ Increase drawdown of funding

**PHASE THREE**

Realise growth

- ➔ Self service portal for young people, franchise partners and volunteers
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**PROJECT INSIGHT**

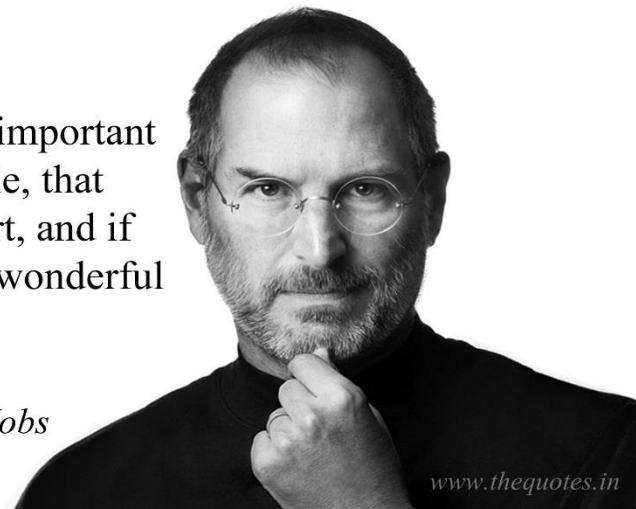
# SOFTWARE IS THE HYGIENE FACTOR – PEOPLE MAKE THE CHANGE

## Our future state – changes to how our people work through the help of the cloud:

- We are **customer focused** – better, faster customer service is fundamental for successful growth
- We are **flexible and innovative** – our staff can collaborate across teams and places
- We are **reducing the number of silos** across our work, and introducing more flexible working
- We are generating **more unrestricted income** to support flexibility
- We are **transparent** – performance is visible across all levels. No more hidden value – great work is traceable and quickly replicable. Poor performance is identified and tackled quickly
- We are **disciplined** with our information – we know why it is important to capture and maintain good quality data about our work
- We make right decisions supported by **the right evidence** – we use internal and external evidence and experience to help us make quick decisions about improving our work

Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.

*Steve Jobs*



[www.thequotes.in](http://www.thequotes.in)



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# BENEFITS



Cloud services reducing data entry by up to 25%



Over 130,000 enquiries from customers received since launch



Cloud services helping to reduce manual forms by 37%



8% increase in new website visits via mobile



Complex business logic to be in-built in CRM, saving staff time



9% increase in total submissions to our 'Get in touch' form when compared to the same period in the previous year, and a 40% increase via mobile.



Four day reduction in month end performance reporting, saving at least £20k per year



Over 3,000 web enquiries received per week. Cloud services enables better reporting of trends and KPIs in Outreach



*Having Service Cloud has increased the quality of our assessment of young people so they end up on the right Prince's Trust programme" Senior Head of Programmes, Northern Ireland*



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# BEST PRACTICE

- People make the change – walk in their footsteps. Identify root causes and challenge status quo
- Invest in training for staff up front
- Don't be afraid to use a new product even if its not native
- Clarify roles and responsibilities between IT and business up front
- Find a good implementation partner and embed them into the team. Co-location works!



# Customer Success

## Bringing together all the Competencies

*Customer Success is responsible for managing the business relationship between Oracle and our Cloud customers during the post-sale Customer Lifecycle with the intent of maximizing the value that our customers derive from the solutions they acquired by making them as profitable and productive as possible*

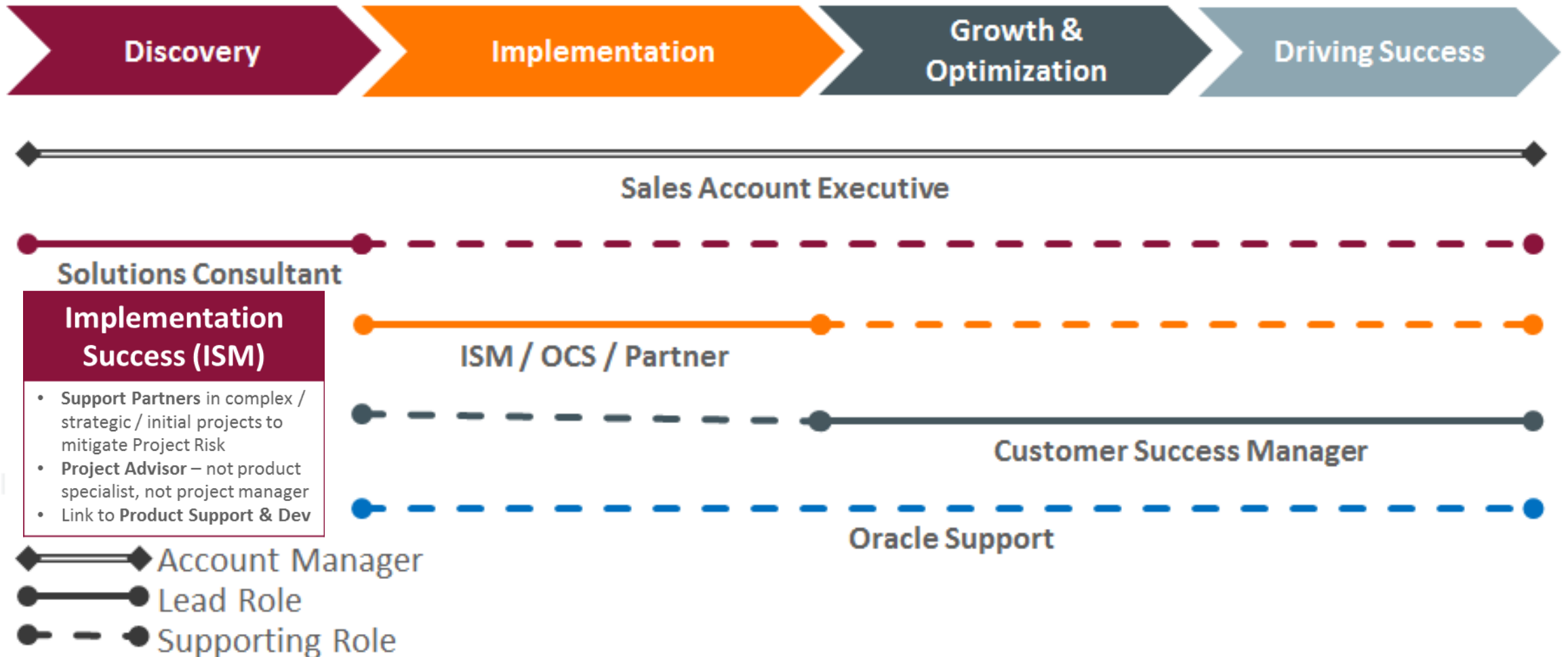


# The Services of Customer Success



*Be a trusted partner supporting your growth and continued success*

# Oracle Experts Provide End-to-End Support for your Success



## Why Oracle Customer Success from our customers?



“From day one our CSM has and continues to be more than a customer success manager but our business partner. Becoming so by investing time and effort, by applying a positive, can do attitude to understand our brand, our business strategy, our customers, and our products. From this foundation, to applying skills to help us to develop a Customer Success strategy and forward direction for our brand. We have started a long term journey on our road to success and our CSM is very much our co-driver.”



**DONATE:** [princes-trust.org.uk/donate](https://princes-trust.org.uk/donate)



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## Thank you



FDMEetoolbox

